

## CHAPTER FIVE

### GOALS, OBJECTIVES, AND STRATEGIES

#### A. INTRODUCTION

The goals, objectives, and strategies that are outlined below were prepared by the Comprehensive Plan Steering Committee in conjunction with City Staff. The Committee was created for the express purpose of representing the City and its Extraterritorial Jurisdiction (ETJ) to set forth the community's guidelines for plans, programs, and activities in the near and distant future. The following text will replace the current Chapter 5 of the City's Comprehensive Plan following a public input period and subsequent to formal adoption.

#### B. GOALS, OBJECTIVES, STRATEGIES

**Goals** are broad statements of a qualitative nature that provide a general vision and guide. They endure over time and are statements, which can allow a significant amount of flexibility in policy and actions. Because they are principally related to broad issues they can allow for many implementation approaches, but imply a commitment to work toward this common purpose.

**Objectives** are plans of action that have been identified to achieve the City's goals. Objectives are essentially projects and/or programs that usually require resource allocation or reallocation. Some may have an identifiable beginning and end and can be placed on a schedule. Others would be an on-going work program, incorporated into daily, weekly, monthly, or annual activities.

**Strategies** are specific and dynamic statements that define the course or method of action to satisfy the objectives, steered by the broad goal. Most strategies are also milestones or benchmarks that can be identified on a project's schedule. Others are recurring on a daily, weekly, monthly, or annual basis.

The following **Goals, Objectives, and Strategies** are presented for public review.

**Goal One: Safe and Beautiful City**

**Preserve and enhance a beautiful city that is clean, safe, and aesthetically pleasing; a city that will foster pride and appeal to our citizens, corporate community, and visitors.**

**Objectives and Strategies:**

- I. The City should take on a more active role in community aesthetics by adopting regulations and standards through the most effective means possible.
  - A. Determine minimum development appearance and quality standards for citywide application (basic zoning restrictions).
  - B. Explore the possibility of creating overlay districts in areas that can be identified by their unique characteristics for special regulatory control within those areas.
  - C. Include and support aesthetic concerns in the City's Legislative Agenda such as the continued viability of HOA's and "City" regulatory authority.
  - D. Evaluate the effectiveness and ability of the City and Property Owner's Associations for establishing and enforcing aesthetic, quality, and use restrictions.
- II. The City should strive for development and redevelopment to occur in an aesthetically pleasing manner within the City Limits.
  - A. Develop additional standards to regulate building and sign materials and colors.
  - B. Research the existence of standards and deed restrictions/architectural control in residential neighborhoods. Determine applicability to residential development/redevelopment that is not subject to deed restrictions.
  - C. Consider additional landscape and site design standards for commercial and industrial sites to determine adequacy of planted and grassed areas.
  - D. Develop standards for landscaping and streetscaping in City rights-of-way and formalize policies regarding maintenance thereof. Identify entryways and focal points and establish planting guidelines for each.
  - E. Continue beautification efforts in and along State rights-of-way.
  - F. Develop standards to prescribe acceptable fencing and screening devices and to require effective screening of unsightly facilities and site characteristics.
  - G. Develop design standards for development/landscaping/public areas adjacent to and within the vicinity of the Brazos River, Oyster Creek, Ditch H, and other drainage ways.
  - H. Develop design standards and/or screening standards for detention facilities. Include provisions for long-term maintenance of each type of facility.

**Goal One:                    Safe and Beautiful City (Continued)**

**Preserve and enhance a beautiful city that is clean, safe, and aesthetically pleasing; a city that will foster pride and appeal to our citizens, corporate community, and visitors.**

**Objectives and Strategies:**

- III. The City should strive for development and redevelopment to occur in an aesthetically pleasing manner within the ETJ.
  - A. Establish minimum architectural standards and apply them through Development Agreements.
  - B. Investigate options for requiring and funding building inspections.
  - C. Investigate options for sign regulations.
  - D. Investigate options for landscape regulations.
  - E. Investigate options to include such regulations into the Design Standards of the Subdivision Regulations. Investigate options to include such regulations in the Design Standards.
- IV. The City should establish standards to ensure it addresses the public health, safety and welfare.
  - A. Research First Colony commercial sites' security program and determine applicability to other areas of the City.
  - B. Change the approach to code enforcement to include citation capabilities.
  - C. Investigate options to deal with abandoned/vacant buildings.
  - D. Establish additional site specific requirements to assure vehicular and pedestrian safety.
  - E. Lessen the impact of cut-through traffic but allow adequate connectivity for emergency vehicles and other services.
  - F. Review all applicable development standards and identify standards to improve security (for example, balance visibility of public and semi-public spaces with the desire for privacy and adequate access and lighting).
  - G. Strive to give citizens quiet and peaceful enjoyment of their home through effective buffering and land use transitions.
  - H. Support emergency preparedness/emergency response programs through communication. Incorporate new development into the emergency management plan.
  - I. Designate that hazardous materials and other trucks follow designated routes.

**Goal One:                    Safe and Beautiful City (Continued)**

**Preserve and enhance a beautiful city that is clean, safe, and aesthetically pleasing; a city that will foster pride and appeal to our citizens, corporate community, and visitors.**

**Objectives and Strategies:**

- V. The City should plan for the future aging of the City to require maintenance of all structures, infrastructure, and landscaping.
  - A. Investigate options ensuring maintenance of existing private structures.
  - B. Investigate alternatives for maintenance of landscaping in all rights-of-way in an equitable manner.
  - C. Support efforts of the citizens to get involved in their community and thus strengthening HOA's and other groups that promote community pride.
- VI. The City should continue to develop and/or preserve our open space and natural features, including waterways.
  - A. Review and amend the parkland dedication requirements to reflect current needs.
  - B. Develop requirements to preserve green space.
  - C. Continue to acquire property to preserve the Brazos River Corridor as development occurs.
  - D. Work with the County, LIDs, etc. to establish standards (such as setbacks) for Oyster Creek and major waterways.
- VII. The City should strive to lead by example and follow its own aesthetic standards, policies, and guidelines and encourage other public entities to comply as well.

## **Goal Two: Economically Sustainable City**

**Promote a vibrant, diversified economy that enhances the quality of services while maintaining a competitive tax rate.**

### **Objectives and Strategies:**

- I. The City should continue the application of sound financial management practices and policies.
  - A. Complete the City's long range financial plan; review and update on an annual basis.
  - B. Establish financial policies for fiscal decision making; review and update on an annual basis. The cost of initiatives should be born by those that benefit.
- II. The City should work to stabilize the City's sources of revenue.
  - A. Diversify the existing commercial tax base of office, warehouse, assembly and manufacturing businesses through implementation of the City's economic development plan.
  - B. Actively promote existing retail centers.
  - C. Define economic development initiatives and aggressively pursue development and redevelopment. Investigate opportunity to create a business incubator for targeted industries. Consider opportunities to promote and affect future development (i.e. own land, annexation, partnerships, etc.)
  - D. Review and evaluate current fee structure to ensure that the beneficiaries from services bear an appropriate share in the cost of those services; make amendments as necessary.
  - E. Using fiscally conservative assumptions, set a property tax rate that, together with other city revenues, is adequate to ensure the funding of the City's basic needs assuring quality service delivery and maintenance of infrastructure.
- III. The City should promote a vibrant, diverse economy, through effective land use planning, to ensure a predictable, reliable revenue stream for basic/essential city services.
  - A. Utilize the Economic Development Plan that includes strategies for addressing targeted business development; retention and expansion of current businesses; and the City's involvement in recruitment, tourism, and retail development.
  - B. Partner with the development community to positively influence development for the long-term benefit of the City.
  - C. Ensure that land use decisions are consistent with the City's Long Range Financial Plan.
  - D. Encourage and support the development of new and existing market place destinations, that provide places for people to stay, to shop, to eat and to be entertained.

## **Goal Three: Effective Land Use**

**Achieve a balanced and orderly use of land that will preserve and enhance the quality of life within Sugar Land while developing a diverse and sustainable city.**

### **Objectives and Strategies:**

- I. The City should update the Future Land Use Plan for the City and its ETJ, along with development codes and zoning practices for implementation.
  - A. Provide adequate areas as necessary to achieve an appropriate balance of residential and nonresidential land uses. Provide for arrangement of future land uses in a manner that minimizes land use conflicts.
  - B. Establish requirements for adequate infrastructure and public facilities to ensure orderly growth.
- II. The City should recognize that commercial and other non-residential development are necessary for a sustainable economy and reserve adequate areas for commercial development.
  - A. Develop detailed small area plan for State-Owned Tracts, identifying areas for mixed nonresidential uses that benefit from highway, airport and utility infrastructure.
  - B. Preserve adequate and appropriate areas for commercial, office, and industrial uses consistent with the City's Economic Development Plan and that supports the City's Long Range Financial Plan.
  - C. Ensure that incompatible land uses are buffered through zoning patterns and development policies.
- III. The City should ensure that redevelopment and incremental infill is compatible with existing neighborhoods and enhances neighborhood integrity.
  - A. Develop small area or neighborhood plans, with resident and property owner participation for infill areas outside of master planned communities.
  - B. Establish overlay zoning districts where appropriate to address problems resulting from lack of adequate private covenants and restrictions.

### **Goal Three: Effective Land Use (Continued)**

**Achieve a balanced and orderly use of land that will preserve and enhance the quality of life within Sugar Land while developing a diverse and sustainable city.**

#### **Objectives and Strategies:**

- IV. The City should establish development policies and standards that focus on the quality of new development and redevelopment.
  - A. Separate incompatible land uses through different land use densities and/or buffering/screening standards.
  - B. Implement land use standards for ETJ development through development agreements.
  - C. Develop plans and programs for upgrading substandard land uses in ETJ areas following annexation.
  - D. Coordinate regional drainage detention facilities to avoid inefficient use of land for on-site drainage detention. Evaluate regional drainage facilities for multiple uses.
  - E. Amend the Subdivision Regulations as necessary to achieve goals for Effective Land Use.
  - F. Amend the “Planned Development” District section of the Development Code to provide flexibility that will encourage master planned, quality mixed use development.

## **Goal Four: Redevelopment**

**Promote redevelopment in harmony with the surrounding community.**

### **Objectives and Strategies:**

- I. The City should promote the redevelopment of declining areas, ensuring compatibility with existing community development.
  - A. Provide a process that allows owners to initiate overlay districts and/or other redevelopment guidelines for neighborhood preservation.
  - B. Look for opportunities for public/private partnerships, providing incentives for redevelopment where the City's benefits outweigh the cost of incentives.
  - C. Continuously update the Development Code to facilitate compatible redevelopment



## **Goal Five:                   Transportation and Mobility**

**Provide a multi-modal transportation system that economically accommodates the convenient, efficient, and safe movement of people and goods while working to maintain neighborhood integrity.**

### **Objectives and Strategies:**

- I. The City should develop an “integrated mobility system” that is seamless (internal and external to the City); inclusive of pedestrian traffic, bicycle traffic, vehicular traffic, airport users, mass transit and any other form of transportation, optimizing the existing network.
  - A. Identify the components of an “integrated mobility system” by investigating opportunities and benefits for various modes of transportation.
  - B. Encourage and support feasible modes of transportation through communications, private/public partnerships, facilities, etc.
  - C. Work with Development Committee to amend the Design Standards and Subdivision Regulations to maximize the efficiency of the mobility system through classification of the roadway system, right-of-way requirements, and preferred roadway cross sections; incorporate other modes of transportation.
  - D. Plan and incorporate projects into the C.I.P. such as spot geometric improvements, signal interconnection, etc. to attain the City’s level of service requirements.
  - E. Partner with adjacent cities, the County, H-GAC and other appropriate agencies to improve the regional transportation network by communicating, planning, and implementing regional transportation solutions.
  - F. Participate with others in a feasibility study for a regional commuter airport.
- II. The City should update the Thoroughfare Plan to include all facets of the “integrated mobility system” into a Master Mobility Plan.
  - A. Update the City’s Thoroughfare Plan via a comprehensive mobility study to reflect changes or additions in major roads.
  - B. Establish ultimate ROW needs to allow for an “Integrated mobility system” that meets the City’s defined level of service.
  - C. Establish a component to allow for transit services and facilities.
  - D. Plan for all roadways classified as collector and higher by performing major thoroughfare studies when necessary to ensure proper classification.
  - E. Identify and include a Capital Improvement Component for financial planning and funding.

**Goal Five:    Transportation and Mobility (Continued)**

**Provide a multi-modal transportation system that economically accommodates the convenient, efficient, and safe movement of people and goods while working to maintain neighborhood integrity.**

**Objectives and Strategies:**

- III. The City should continue to develop and refine a comprehensive traffic management system.
  - A. Create a computerized traffic model that reflects the ultimate development of the City, taking into consideration the impact of regional development and the City's defined level of service. Evaluate the impact of traffic from new development, redevelopment or existing traffic conditions.
  - B. Continue to plan and build a state of the art Traffic Management Center (TMC).
  - C. Plan for a mobile/satellite command unit to control the traffic system as a backup and/or for emergency operations.
  - D. Continue to identify special events and plan accordingly.
  - E. Work with the operators of the Hotel/Conference Center and Town Square Property Owners Association to develop special event traffic control plans for Town Square and the Hotel.
- IV. The City should evaluate the feasibility and inter-connectivity of rail and transit with other forms of transportation throughout the region.
  - A. Work directly with the Houston-Galveston Area Council (H-GAC) in a Study to determine the potential for commuter rail along the U.S. 90A corridor.
  - B. Investigate a local transit concept to include internal circulation routes, express service routes to major employment centers within the metropolitan region, and designation of land necessary to ultimately serve as transit centers or facilities.
  - C. Explore and implement alternatives for public and private transportation that will interface with other available services such as METRO, TREK, etc.
  - D. Seek private/public participation in providing transit services.

**Goal Five: Transportation and Mobility (Continued)**

**Provide a multi-modal transportation system that economically accommodates the convenient, efficient, and safe movement of people and goods while working to maintain neighborhood integrity.**

**Objectives and Strategies:**

- V. The City should continue to work to maximize funding to construct or improve state routes and major thoroughfares within the City & ETJ including: U.S.59, U.S. 90A, S.H. 6, S.H. 99, S.H. 122 (Fort Bend Pkwy), F.M. 2759 and other major City thoroughfares.
  - A. Utilize federal, state and county funding available to provide transportation improvements and alternatives.
  - B. Continue to be aggressive in prioritizing projects for state funding in the City and ETJ through the H-GAC, TxDOT and the Texas Transportation Commission.
  - C. Maximize the efficiency of intersections during design and construction to include geometric improvements and installation of state of the art technology.
- VI. The City should continue to form partnerships with other entities to build, maintain, fund, and operate the transportation system.
  - A. Proactively work with the regulatory community in developing future regulations.
  - B. Maintain an active role with H-GAC.
  - C. Establish working relationships with adjacent communities.
  - D. Work closely with TxDOT during design to ensure all City intersections with State corridors meet long-term needs and level of service requirements.
- VII. The City should actively work with other entities in addressing regional issues such as transportation, air and water quality, and other federal mandates.
  - A. Plan for all roads classified as collector and higher. Perform major thoroughfare studies when necessary to ensure all collectors and arterials are properly classified and designed to minimize through traffic on local streets
  - B. Secure ultimate ROW to allow for an “integrated mobility system” that provides the City’s defined level of service
  - C. Amend Design Standards to encourage traffic to utilize collectors and arterials instead of local streets.
  - D. Review general plans, plats and the design standards for residential subdivisions to evaluate local street cut-through potential.

## **Goal Six: Infrastructure**

**Provide and maintain quality infrastructure and facilities that ensure high levels of service while accommodating growth.**

### **Objectives and Strategies:**

- I. The City should develop a useful life projection to forecast the cost and timing for rehabilitation of facilities, water, sanitary sewer, streets, and drainage systems.
  - A. Develop an assessment of existing infrastructure and facilities for the City and ETJ that meets the requirements of state accounting principles. Annually update assessments/programs as new infrastructure is added
- II. The City should maintain a proactive approach of infrastructure planning to anticipate and incorporate changes in technology or methods of service delivery (i.e. multi-modal transportation, utility monitoring, and storm water reclamation, etc.)
  - A. Actively participate in professional organizations and work with consultants and vendors regarding new technologies and opportunities for improvement.
  - B. Be opportunistic and open to new concepts and technologies to incorporate into the City's design standards and operational practices.
- III. The City should develop policies to provide for the equitable sharing of infrastructure costs within the City limit and ETJ.
  - A. Review, evaluate and recommend improvements to the Design Standards.
  - B. Develop and define participation for new infrastructure.
- IV. The City should work with the regulatory community to provide input, review, and analyze the effects of proposed rules and regulations regarding the City's infrastructure.
  - A. Monitor regulatory agencies regarding compliance issues.
  - B. Provide educational and training opportunities to staff.
  - C. Participate on state, regional, and local committees, boards, etc. regarding infrastructure and facilities.
- V. The City should provide master planning for public infrastructure in the City and ETJ to ensure adequate facilities are in place prior to development.
  - A. Update master plans every 5 years.
  - B. Continue the development and implementation of the annual five – year Capital Improvement Program. Include CIP dollars for participation in new improvements and rehabilitation of infrastructure and facilities.

**Goal Six:     Infrastructure (Continued)**

**Provide and maintain quality infrastructure and facilities that ensure high levels of service while accommodating growth.**

**Objectives and Strategies:**

- VI. The City should continue to plan, provide, and maintain a safe, secure, efficient, and quality water supply and distribution system.
  - A. Update the Water Master Plan to include areas south of the Brazos River. The five year CIP should take into consideration the City's participation with new development for new and future infrastructure.
  - B. Evaluate and improve the City's operations and maintenance plans for water service including emphasis on water conservation measures through education of the community. Provide for water conservation measures through the water rate structure and/or other means.
  - C. Continue plans and funding to protect the ground water supply from contamination.
- VII. The City should continue to evaluate and study ground and surface water options to ensure ample water supply for future requirements.
  - A. Evaluate Oyster Creek as a potential future surface water supply conduit.
  - B. Investigate the feasibility of acquiring additional surface water rights to accommodate the City's growth through 2050. Actively participate in various surface water and subsidence agencies/ organizations. With other regional partners, jointly study the long-range conversion from ground water to surface water.
- VIII. The City should plan, provide, and maintain a safe, secure, and efficient quality wastewater treatment and collection system.
  - A. Continue efforts with New Territory MUDs regarding expansion opportunities of the New Territory Wastewater Treatment Plant.
  - B. Update the City's Master Plan to reflect regional treatment to include two regional wastewater treatment plants north of the Brazos River.
  - C. Include the area south of the Brazos in the Wastewater Master Plan update. Evaluate and improve the City's operations and maintenance plans for wastewater service. Evaluate alternative options including the use of gray water from the city and water reuse from residential collection systems.
- IX. The City should take a leadership role to successfully resolve regional drainage issues in the City and ETJ.
  - A. Work with sponsor agencies to ensure adoption of the Oyster Creek plan by all parties.
  - B. Implement the results of the Oyster Creek Study.

**Goal Six:     Infrastructure (Continued)**

**Provide and maintain quality infrastructure and facilities that ensure high levels of service while accommodating growth.**

**Objectives and Strategies:**

- X.   The City should plan, provide and maintain a safe, secure, and efficient regional storm water drainage system.
  - A.   Implement the results of the Oyster Creek Study including an update to the City's Master Plan to reflect results of the study.
  - B.   Complete the development of the City's Flood Alert System for storm water monitoring and response.
  - C.   Work with Harris County on ensuring data is available for monitoring.
  - D.   Update the design standards to require monitoring of regional facilities for new development.
  - E.   Develop and fund storm water quality public education information.
- XI.   The City should work cooperatively with other agencies to operate a regional storm water drainage system, defining responsibilities among agencies.
  - A.   Work with the County, LIDs, GCWA and BRA in developing an overall operational plan for the City's drainage system.
  - B.   Clearly identify roles and responsibilities of various agencies for existing channels and improvements, and resources, particularly for extreme rainfall events.
  - C.   Identify maintenance responsibilities for every drainage conduit in the City.
- XII.   The City should research and develop methods, criteria and standards to improve drainage in existing developments that do not meet the current drainage criteria.
  - A.   Actively participate with new development improvements and the City's rehabilitation efforts to mitigate drainage problems in areas as identified in the City's Master Plan.
  - B.   Include funding in the City's CIP for participation in maximizing drainage improvement opportunities.

**Goal Six:     Infrastructure (Continued)**

**Provide and maintain quality infrastructure and facilities that ensure high levels of service while accommodating growth.**

**Objectives and Strategies:**

- XIII. The City should ensure adequate ROW and/or easements are secured for utilities, pavement, landscaping, etc. through the development review process.
  - A. Work with the City's Development Committee, other utility providers, and HOAs in the evaluation of the current right-of-way and easement requirements.
  - B. Update the Design Standards to designate ultimate right of way and easement requirements.
- XIV. The City should establish policy and criteria to coordinate utility easements at the General Plan review to minimize the negative aesthetic impact of above ground utilities.
  - A. Work with the City's Development Committee and other utility entities to incorporate design standards to require underground utilities when feasible.
- XV. The City should plan, provide and maintain a safe and efficient street and sidewalk system within the City limits.
  - A. Evaluate and improve the City's operations and maintenance plans for streets and sidewalks.
  - B. Fund rehabilitation of the City's street and sidewalk system.

**Goal Seven: Annexation**

**Expand the corporate limits of the City in a prudent manner while considering the long and short-term impacts.**

**Objectives and Strategies:**

- I. The City should annex developed areas in the Extra-Territorial Jurisdiction in a practical and fiscally responsible manner.
  - A. Analyze the fiscal impacts and timing requirements for annexation of developed areas, considering maintaining or dissolving the MUD (or similar districts) affordability, service efficiency, capital improvement requirements, land use impacts, status of existing development agreements and time in the extra-territorial jurisdiction.
  - B. Work through cooperative partnerships with other cities and the Texas Municipal League to positively influence annexation legislation.
- II. The City should annex undeveloped areas in the Extra-Territorial Jurisdiction in response to potential threats or opportunities.
  - A. Continue annexation of the Brazos River corridor to establish land use and development controls.
  - B. Annex undeveloped tracts as necessary to ensure appropriate and compatible development, analyzing the fiscal impacts and timing requirements for annexation, affordability, service efficiency, capital improvements requirements, and land use impacts.
  - C. Continue to work with the GLO for development of state owned property in the ETJ for future annexation.



## **Goal Eight: Airport Development**

**Operate, maintain, and develop the airport's infrastructure, balancing airport needs with the needs of the community while maintaining fiscal responsibility.**

### **Objectives and Strategies:**

- I. The City should update the Airport Business Plan.
  - A. Develop/maintain a capital improvement program that meets the needs of corporate and general aviation.
  - B. Evaluate the airport's rates and charges so that they are competitive and the airport remains self-sufficient.
- II. The City should continue the General Aviation Development Center.
  - A. Ensure that funding is available for this multi year project through the AIP process.
  - B. Continuously evaluate the project to ensure that it meets the needs of general aviation.
- III. The City should update Airport Zoning.
  - A. Evaluate land uses around the airport and its approaches and make recommendations for land uses that will be compatible around the airport. Incorporate the regulations into the City's zoning restrictions and apply them as properties are annexed.
  - B. Continue to work with the General Land Office on the sale of state owned properties in the City Limits and ETJ.
- IV. The City should develop an Aviation Terminal Facility.
  - A. Develop preliminary architectural study for new terminal.
  - B. Ensure that the new terminal will serve corporate travelers and help make the new town center hotel and conference center a destination.
  - C. Identify and develop funding sources for a new terminal.
- V. The City should develop Corporate Aviation Lease Sites.
  - A. Develop new corporate lease sites consistent with the airport's current Airport Layout Plan (ALP).
  - B. Develop funding sources including TxDOT, FAA and local.

## **Goal Nine: Parks, Recreation, Leisure, and Open Space**

**Provide a park system that meets the total recreation and leisure needs of the community. Identify, protect, and preserve open spaces and critical natural areas.**

### **Objectives and Strategies:**

- I. The City should identify the desires and needs of the community to continue to provide and establish the appropriate programs, services, land use, and facilities for the City.
  - A. Professionally survey tweens, teens, and adults of the City and ETJ to identify the short term and long term community needs.
- II. The City should develop a Recreation Services/Programming Plan for the City.
  - A. Use the survey to evaluate current programs and identify future services.
  - B. Identify City sponsored, community-wide events and provide suitable venues.
  - C. Identify City sponsored events for Sugar Land Town Square and coordinate with the Property Owners Association for event planning.
- III. The City should update the Parks Master Plan.
  - A. Use the survey and programming plan to update the Parks Master Plan.
  - B. Identify short term and long-term needs of the residents of the City and ETJ.
  - C. Designate land needs and needed infrastructure improvements.
- IV. The City should continue to seek, maintain, and utilize open space designed for both passive and active recreation.
  - A. Develop a plan for utilization of the Duhacsek property, taking into consideration passive and active recreation, in accordance with the provisions outlined in the land dedication agreement.
  - B. Plan and develop a Recreation Center, as identified in the 1999 Bond Referendum, that meets the needs of the community as identified in the professional survey. Evaluate venues to be provided within the center.
  - C. When possible, design and establish active recreational facilities as premier destinations for sporting events.

**Goal Nine:                    Parks, Recreation, Leisure, and Open Space (Continued)**

**Provide a park system that meets the total recreation and leisure needs of the community. Identify, protect, and preserve open spaces and critical natural areas.**

**Objectives and Strategies:**

- V. The City should optimize the potential of the Brazos River Corridor as a premier, natural destination for the City and the Region.
  - A. Define the maximum potential of the Brazos River Corridor for parkland uses.
  - B. Develop a Strategic Plan for the Brazos River Corridor Park grant funding.
  - C. Continue to annex the Brazos River and floodway to ensure future land uses are compatible with the Parks Master Plan.
  - D. Continue to work with developers to acquire the Brazos River floodway acreage as development occurs.
  - E. Evaluate the feasibility of developing an Amphitheatre Facility within the Brazos River Corridor vicinity.
- VI. The City should develop and promote cooperative partnerships in an effort to provide and maintain park and recreational opportunities.
  - A. Partner with Homeowners' Associations, First Colony Community Association, etc.
  - B. Work with current and future leagues and users.
  - C. Work with Levee Improvement District Representatives for development of trails and/or other facilities within common areas.
  - D. Partner with the University of Houston for joint utilization of adjacent properties.
  - E. Work with School Districts (Fort Bend Independent SD and Lamar ISD) for joint use of public properties.
- VII. The City should actively identify and seek funding opportunities for park facilities and program operations, in particular grant funding opportunities.
  - A. Investigate Private/Public Partnerships for funding, such as the University of Houston, Fort Bend YMCA, School Districts, etc.
  - B. Secure grants or other available funding for future parkland acquisition and development of facilities.
  - C. Investigate the creation of a non-profit Park Foundation of private citizens who can solicit and receive donations and contributions for future parkland and programs.

**Goal Nine:                    Parks, Recreation, Leisure, and Open Space (Continued)**

**Provide a park system that meets the total recreation and leisure needs of the community. Identify, protect, and preserve open spaces and critical natural areas.**

**Objectives and Strategies:**

- VIII. The City should plan, provide and maintain a safe, secure, and efficient park system.
- A. Evaluate and identify, through the five-year CIP, the fiscal impact for new development including the long term maintenance, security, evening operations, etc. as the park system is expanded.
  - B. Develop an assessment of existing parkland infrastructure and facilities for the City and ETJ to forecast the cost and timing for maintenance and rehabilitation of facilities.
  - C. Ensure assessments/programs are updated as new infrastructure is added.

## **Goal Ten: Cultural Arts**

**Provide and/or support activities and facilities that enrich the artistic, cultural educational, and historical character of Sugar Land.**

### **Objectives and Strategies:**

- I. The City should identify the appropriate role for the City in cultural arts, facilities, and programs.
  - A. Develop and perform a survey to determine how well the City is meeting the cultural arts needs of the community.
  - B. Develop a cultural arts plan to determine the extent of the City's involvement including City funding.
- II. **The City should support existing local and future cultural arts, activities, and organizations within Sugar Land and Fort Bend County (Sugar Land Area Artists League, George Ranch, Libraries, Confederate Air Force Museum, Town Square activities, Sugar Land Cultural Arts Foundation, Lakeview Auditorium, etc.)**
  - A. Develop policies on providing support and/or initiatives for cultural arts (i.e. financial opportunities, matching funds, etc.).
  - B. Serve as a sponsor with private organizations for public/private partnerships and grant opportunities.
  - C. Work with other entities in sharing information and jointly promoting cultural arts activities and facilities for the City and Fort Bend County.

## **Goal Eleven: Historic Preservation**

**Preserve, protect, and enhance natural, historical, cultural, and architectural features.**

### **Objectives and Strategies:**

- I. The City should identify its role in the preservation of historical structures, areas, records and artifacts.
  - A. Work cooperatively with other organizations involved in historic preservation to:
    1. Identify historic areas and structures
    2. Preserve the recorded history of the City
    3. Collect and preserve historical items, knowledge, records and artifacts
  - B. Provide a repository for the collection and preservation of historical artifacts and information.

## **Goal Twelve:           Community Involvement**

**Provide equal opportunity and encourage participation of all citizens in the economic, social, and civic life of the community, while recognizing racial, cultural, religious, age, and individual differences of this diverse community.**

### **Objectives and Strategies:**

- I. The City should inform and educate citizens on government processes and opportunities for active involvement in community decisions.
  - A. Continue efforts to take City Hall to the community, providing a means for citizens to be a part of the City and the City to be approachable by the public.
    1. Continue publications, Internet access, e-news, media activities, etc.
    2. Continue current programs to include citizens in city government such as the Citizens Police Academy.
    3. Explore opportunities for other avenues of communication including information kiosks, television, radio, and a speakers bureau for schools, businesses, HOAs, etc.
  - B. Promote community involvement through the schools, scouts, etc. educating our youngest citizens.
  - C. Promote involvement through the business community providing an opportunity to welcome new businesses to Sugar Land and inform the city of their business; Establish opportunities for communication/relationship-building for existing businesses.
  - D. Continue to build strong relationships with our Home Owners Associations, Civic Groups, etc.
  - E. Promote opportunities for citizens to serve on City Boards, Commissions and special committees.
  - F. Continue to develop and facilitate programs that recognize and promote appreciation of the City's diverse population.
  - G. Further structure public meetings to promote citizen participation.

**Goal Twelve:           Community Involvement (Continued)**

**Provide equal opportunity and encourage participation of all citizens in the economic, social, and civic life of the community, while recognizing racial, cultural, religious, age, and individual differences of this diverse community.**

**Objectives and Strategies:**

- II.   The City should actively involve citizens and business interests in the development review and approval process.
  - A.   Enhance the public hearing process to promote citizen participation; Provide basic information to the public clearly and concisely; Explore other opportunities to inform public about public hearings; Make the process more inviting with clear directions to those that attend; Provide follow-up to those that take the time to attend.
  - B.   Continue the Development Committee as a forum for the exchange of information and ideas to improve and/or clarify the development process, development code and design standards.
  - C.   Continue to provide community participation opportunities through the various boards, commissions, and special committees.
  - D.   Err on the side of inclusion.



## **Goal Thirteen: Planning for the Future**

**Continue to refine and expand the vision of Sugar Land as a dynamic guide for the future.**

### **Objectives and Strategies:**

- I. The City should implement its Comprehensive Plan.
  - A. The Goals, Objectives, and Strategies should be adopted by City Council.
  - B. City Staff should adopt and pursue a work plan to identify options, including public projects, amendments to regulations, new programs, policy changes, etc. Final decision points should be forwarded to appropriate authorities.
  - C. The City should not exclude itself from meeting all approved codes, ordinances, programs, projects, policies, etc.
  - D. Actively pursue and continuously support cooperative relationships with national, state, and local entities to implement the City's Goals.
  - E. Identify and pursue new funding sources to achieve the City's long-term vision.
  - F. Update other elements of the Comprehensive Plan, such as the Land Use Plan, the Thoroughfare Plan, and all Master Plans in accordance with the adopted Goals, Objectives, and Strategies.
  - G. Consider appropriate elements of the Comprehensive Plan when making development decisions such as rezonings and subdivision plats.
  - H. All City employees should inform themselves of the adopted Comprehensive Plan and use them as a basis for formulating decisions and recommendations.
  - I. The City should provide copies of and orientation of the adopted Comprehensive Plan to all City boards, commissions, and committee members, so that they may use the Plan in their decisions and recommendations.
  - J. The City should seek out opportunities to educate the general public in the existence and importance of the Comprehensive Plan.
- II. The City should maintain its Comprehensive Plan.
  - A. Place elements of the Comprehensive Plan on a five-year review schedule.
  - B. Monitor base information (development patterns, legislative and case law changes, demographics, economics, regional/state/national actions and indicators, etc.) and ascertain the need for more frequent updates to the Comprehensive Plan. Updates should occur either to specific elements or to the Plan in its entirety, as needed.
  - C. Review the Land Use Plan and Thoroughfare Plan when major zoning or roadway alignment decisions occur that are out of line with the Plans.